REMARKS

Reconsideration and allowance of the subject application are respectfully solicited.

Claims 1 and 3 through 12 are pending, with Claims 1 and 12 being independent. Claim 2 has been cancelled without prejudice. Claims 1, 3, 11, and 12 have been amended.

REQUEST FOR RETURN OF FORM PTO-1449

Applicants respectfully note that the European Search Report on the October 13, 2006 Information Disclosure Citation Form (Form PTO-1449) was not initialed, and Applicants respectfully request that the same be initialed to confirm the Examiner's consideration of the same.

FURTHER REMARKS

Claims 1 through 11 were rejected under 35 U.S.C. § 102(b) over newly-cited U.S. Patent No. 5,504,519 (Remillard). Claim 12 was rejected under 35 U.S.C. § 102(b) over newly-cited U.S. Patent No. 5,249,044 (Von Kohorn). All rejections are respectfully traversed.

Claim 1 recites, *inter alia*, that the processing circuit selects one of the plurality of sub print-contents in accordance with the user information, and obtains the print data from the selected sub print-content.

However, Applicants respectfully submit that Remillard fails to disclose or suggest at least the above-discussed claimed features as recited, *inter alia*, in Claim 1. Applicants respectfully submit that Remillard discloses, e.g., printing coupons, lottery tickets, etc., including generating, based on viewer selection data such as a view profile of programs selected, coupons

or the like. However, Applicants respectfully submit that such does not constitute selecting one of the plurality of sub print-contents as claimed.

Claim 12 recites, *inter alia*, that the signal processing (specified by the second data) is to be performed on the first data to produce the print data at a particular signal processing apparatus that receives the data, and the signal processing apparatus selects one of the plurality of second data depending on the information.

However, Applicants respectfully submit that Von Kohorn fails to disclose or suggest at least the above-discussed claimed features as recited, *inter alia*, in Claim 12. Applicants respectfully submit that Von Kohorn shows, e.g., that number 48 originated by the user is shown on the token 2 (e.g., col. 5); however, Applicants respectfully submit that neither the foregoing nor the remainder of Von Kohorn provides either a description or a suggestion of at least the above-discussed claimed features as recited, *inter alia*, in Claim 12.

Applicants further respectfully submit that there has been no showing of any indication of motivation in the cited documents that would lead one having ordinary skill in the art to arrive at the above-discussed claimed features.

The dependent claims are also submitted to be patentable because they set forth additional aspects of the present invention and are dependent from independent claims discussed above. Therefore, separate and individual consideration of each dependent claim is respectfully requested.

Applicants submit that this application is in condition for allowance, and a Notice of Allowance is respectfully requested.

Applicants' undersigned attorney may be reached in our Washington, D.C. office by telephone at (202) 530-1010. All correspondence should continue to be directed to our address listed below.

Respectfully submitted,

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